



## Creating Your 30-Second Commercial

Each month you will have the opportunity to give a 30 second commercial to educate your fellow EMA members about your business. Your commercial should be very specific, contain a buzz word & have a strong close so that other members will remember you & what you do. **Stay focused and be clear about who you are looking for.**

Example:

Good evening, I'm \_\_\_\_\_

I am a (category you represent) \_\_\_\_\_

I help people / work with those who need \_\_\_\_\_

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(This should only be 4-6 sentences long –the more you talk, the less they will listen)

### Creating buzz words:

Partner up and help each other come up with 6 buzz words to create interest in your business. As your partner about what they specifically would be looking for to do business with you.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

After working on your commercial with your partner, go around the table having each person do their new commercial. Have the group give feedback on the things they liked and those that could still be improved on.

**Visuals:** Whenever possible, use a visual: your words become much more tangible. This is a small item that you hold up during your commercial that will help others remember you & your message. There are many ways to do this than just signs & logo items. Spend a little time thinking about this one and **BE CREATIVE!**

Word of mouth advertising is by far the most inexpensive, yet effective form of marketing used in the world today. At the same time it happens to be the one tool that is least used. You have an entire room filled with salespeople who can advertise your business for you if you capitalize on it. So **CREATE THAT BUZZ!**